

## ABSTRACT

The present invention relates to a method and system of indexing a media element. The media element to be indexed is first identified and a characterization process to be applied to the media element is selected. The characterization process is applied to the media element. The characterization process includes generating a data string for the media element, where the data string includes trait information for the media element. The media element is indexed using the data string. Various embodiments are described.

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